The Manitoba Problem Gambling Customer Assistance Program: A Summary Report

AUGUST 2001

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• Remi Brengman	Video Lotto Division, Manitoba Lotteries Corporation
• Barry Denesuk	Crystal Casino, Manitoba Lotteries Corporation
• Gerry Kolesar	Addictions Foundation of Manitoba Chairperson, Program Development Committee
• Susan Maxwell	Addictions Foundation of Manitoba
• Susan Olynik	Manitoba Lotteries Corporation
• Wayne Perfumo	Video Lotto Division, Manitoba Lotteries Corporation
• Bob Stevens	Manitoba Restaurant Association
• Liz Stephenson	Manitoba Gaming Control Commission
• Bryon Temoshawsky	Hospitality Corporation of Manitoba
• Monty Vialoux	Manitoba Hotel Association
• Don Ward	Addictions Foundation of Manitoba

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• Dave Bilyk	Video Lotto Division, Manitoba Lotteries Corporation
• Andrea Kowal	Manitoba Gaming Control Commission
• Carol Landry	Video Lotto Division, Manitoba Lotteries Corporation
• Bill Smitheringale	Addictions Foundation of Manitoba

The provincial delivery of this program would not have been possible without the efforts of numerous AFM course facilitators and support staff from across the province. Their commitment to the problem gambling field is recognized and appreciated.

Finally, the AFM would like to acknowledge the Program participants who attended the training sessions. They will take their knowledge and skills back to their communities and provide assistance to customers who are experiencing problems with their gambling.

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EXECUTIVE SUMMARY

This report chronicles the development. administration and delivery of the Manitoba Problem Gambling Customer Assistance Program from the initial planning stages through to the present. This Program is designed to provide VLT siteholders and their staff with the information and tools they need to identify and assist customers who may be experiencing problems with their gambling.

In creating a course targeted at VLT site staff, the Course Development Committee—representatives of the Manitoba Lotteries Corporation, the Manitoba Gaming Control Commission, the Manitoba Hotel Association, the Manitoba Restaurant Association, and the Addictions Foundation of Manitoba—recognized that VLT site staff are in a unique position to provide this assistance if they are equipped with the skills and knowledge to do so.

The goal for the one-day training is that upon completion, participants are able to:

- understand the development of problem gambling;
- identify the key signs of problem gambling;
- identify on-site behaviours that indicate gamblers may be experiencing problems related to their gambling;
- be familiar with regulations, guidelines and practices that support providing assistance to gamblers in difficulty; and
- practice customer-sensitive and site-appropriate assistance strategies that could be used with gamblers experiencing difficulties.

The course content was developed primarily by AFM Problem Gambling Services staff, with input from the Course Development Committee. AFM staff also organized a focus group of recovering problem gamblers, including some members of Gamblers Anonymous, to get additional feedback about the proposed course content.

AFM staff then developed a 38-page manual that participants could use as a resource during training and then take home for their own future reference.

After 3 initial test sessions in January 1998, the Program entered the pilot phase in which almost 400 participants were trained in a 12 month period. Following the pilot phase, the participant manual was revised, incorporating suggestions for improvements from course participants. At this time, the AFM also produced a report documenting the development and delivery of the course up to February 1999. The report also contained a number of recommendations, one of which was that attendance in the Program be mandatory for employees from all VLT sites.

In August 1999, the Manitoba Lotteries Corporation did enact an amendment to the VLT Siteholder's Agreement making it mandatory for all VLT sites to have at least one staff member trained in the Program by August 31, 2000.

During the following year, 20 AFM trainers travelled to communities throughout the province delivering sessions to staff from nearly every VLT site in Manitoba. Many sites took advantage of the AFM's offer to send a trainer to deliver the course on-site, provided they had five or more employees participating.

Given the need for an accurate and reliable method of tracking course attendance, AFM staff developed a computer database which, in addition to tracking attendance and site compliance, is used to generate personalized certification cards (mailed to all course participants) and attendance confirmation letters (mailed to the each participants' employer). The Manitoba Gaming Control Commission took on the role of enforcing VLT site compliance with the amendment through their inspectors and non-compliance penalties.

As of August 1, 2001, 1,550 participants from 623 VLT sites had taken the training, and AFM staff had delivered 160 training sessions in 45 locations across the province.

All participants are asked to complete a course evaluation at the conclusion of the training session. Given the mandatory nature of the training and the fact that participants are asked to deal with potentially sensitive issues, it was expected that initially, some participants would have viewed the course negatively. However, participant feedback has been very positive overall, with participants reporting:

- significant increases in knowledge in a variety of categories related to understanding problem gambling
- learning a variety of skills related to assisting customers experiencing problems with their gambling
- finding the course interesting and informative.

Participants have also said that they will make use of the skills taught in the training:

- **98.4% thought that they would use the information they had learned**
- **99.7% said that they would be able to provide assistance to a customer who was concerned about his or her gambling and asked for help**

The AFM covers all costs associated with the delivery of this Program so that any employee of a VLT site can attend the training at no charge. The AFM will continue to offer the training at least once every three months in each of the provincial regions (Winnipeg region, Western region, and Northern region) so that newly opened VLT sites can have their staff trained in the Program.

CHAPTER 1

BACKGROUND AND COURSE DEVELOPMENT

A. Rationale

Numerous studies have shown that most people gamble recreationally without experiencing any problems. However, there are a minority of adult Manitobans (4.3%) who do experience problems as a result of their gambling. This number is consistent with other prevalence rates of problem gambling across Canada.

More than 80% of problem gamblers seen by counsellors at the Addictions Foundation of Manitoba (AFM) report that they play Video Lottery Terminals (VLTs) or slot machines at least several times a week. Members of the Course Development Committee observed that VLT site staff are in a unique position to provide assistance to their customers who are experiencing problems with their gambling. However, questions regarding how to identify and approach a customer who may have a gambling problem, or whether to approach that individual at all, can be difficult to resolve without the proper information and training.

The Manitoba Problem Gambling Customer Assistance Program was designed to give VLT site staff the skills and knowledge necessary to provide appropriate assistance to customers who are experiencing problems as a result of their gambling.

B. Development of the Program

The Program was based on a similar program designed by **Saskatchewan Health**: **The Gaming Industry Problem Gambling Customer Assistance Training**.

In 1997, a Manitoba based committee was struck to review the Saskatchewan material and adapt it to this province's requirements. The committee was comprised of representatives from the **Manitoba Lotteries Corporation (MLC)**, the **Manitoba Gaming Control Commission (MGCC)**, the **Manitoba Hotel Association (MHA)**, the **Manitoba Restaurant Association (MRA)**, and the **AFM**.

AFM staff were charged with developing a one-day course, a participant manual, and a methodology to evaluate the Program. Program topics were to include:

- the impact of problem gambling
- gambling prevalence in Manitoba
- reasons why people gamble
- continuum of gambling involvement
- how gambling works
- the psychology of gambling

- characteristics of problem gamblers
- visible warning signs of problem gambling
- Video Lotto regulations and guidelines
- strategies to reduce gambling-related harm
- fundamental assistance principles
- customer assistance
- how to talk to problem gamblers
- scenarios and role playing
- community-based resources

Once the preliminary outline was developed, a focus group was held (January 1998) with recovering problem gamblers, including members of **Gamblers Anonymous**, to test the course concept, materials and content. Focus group participants related various aspects of their experiences at VLT sites, including whether they had ever been assisted by VLT site staff about their gambling, what was said, and their response to being approached.

Following the focus group process, three test sessions were delivered to 65 staff representatives from various VLT sites, Winnipeg-based casinos and entertainment centres. Course participants rated the degree to which they felt they had gained knowledge and generally benefited from their participation in these sessions. The results from these evaluations were used to further refine the content and delivery of the course material.

In order to ensure that the Program content would be relatively consistent between the various areas of the province, all course facilitators met for a day in February 1998 to review the course material and methods of delivery. This was the final step before the pilot phase of the Program.

CHAPTER 2

PILOTING THE PROGRAM

A. Program Delivery During the Pilot Phase

At the beginning of the pilot phase, the AFM sent letters to all VLT siteholders informing them of the dates and times when sessions would be delivered in their area of the province. It was decided that no prospective participant should have to drive more than about one hour to attend a session. Attendance at these sessions was voluntary.

Originally, the target audience was venue owners and senior managers, but this was extended to any staff who felt they would benefit from attendance. The executives of both the **MHA** and the **MRA** also endorsed the sessions and recommended that their members attend.

During the three initial test trainings and the pilot phase, 374 individuals from the restaurant, hotel and gaming industry participated. The AFM delivered 27 sessions in 15 communities across Manitoba including: Beausejour, Birtle, Gimli, Killarney, Lac Du Bonnet, Lundar, Morden, Neepawa, Portage La Prairie, Russell, Souris, Ste. Rose Du Lac, Swan River, Virden, and Winnipeg.

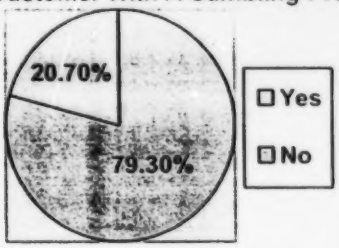
B. Program Evaluation During the Pilot Phase

During the pilot phase, participants provided feedback on the effectiveness of the training and the degree to which they felt it equipped them to assist customers experiencing problems with gambling. This feedback was reviewed and revisions were made to the course content and delivery. The results of this evaluation and the resulting recommendations were published in February 1999 in an AFM report titled "Evaluating The Gambling Assistance Program". The following is a summary of the findings.

All course participants completed a course evaluation form immediately following the session and another as part of a three-month follow-up.

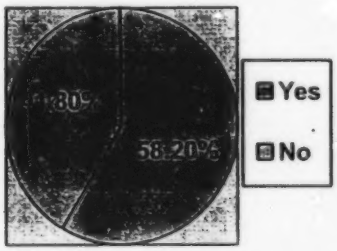
One of the areas surveyed in the first questionnaire was whether course participants had previously been aware of customers who were experiencing problems with their gambling. A total of 79.3% had, at some time, been aware of a customer with a gambling problem (**Figure 1**). This seemed to rationale behind providing training to VLT site staff and also suggested that this Program definitely had the potential to have a positive impact.

Figure 1 Pilot Phase - Have You Ever Been Aware Of A Customer With A Gambling Problem



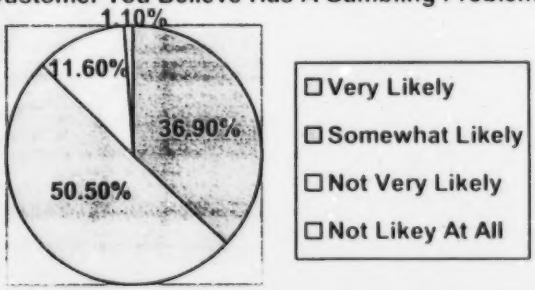
Another area surveyed was whether course participants, prior to taking the training, had ever tried to assist a problem gambler. More than half (58.2%) of those who were aware of a customer with a gambling problem reported having spoken to a customer in this regard **(Figure 2)**. Again, the fact that some staff had already made efforts to provide assistance to customers was encouraging. If some VLT site staff already have an interest in assisting those experiencing problems with gambling, they might also be open to learning new skills that would help them to provide assistance more effectively.

Figure 2 Pilot Phase - Have You Ever Spoken To A Customer Experiencing Problems With Gambling



Participants were then asked how likely they were to assist a customer experiencing problems with gambling, now that they had completed the training. The proportion of people who were at least 'somewhat likely' to assist someone was close to 90% **(Figure 3)**. This result was encouraging, especially considering that, before taking the training, less than 60% of participants had ever spoken to a customer about his or her gambling.

Figure 3 Pilot Phase - How Likely Are You Now To Assist A Customer You Believe Has A Gambling Problem?



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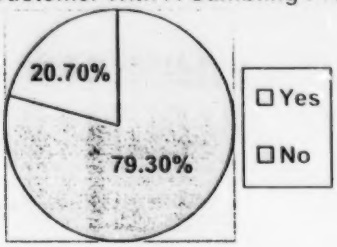

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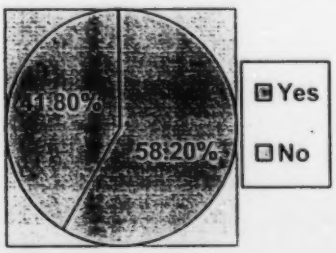

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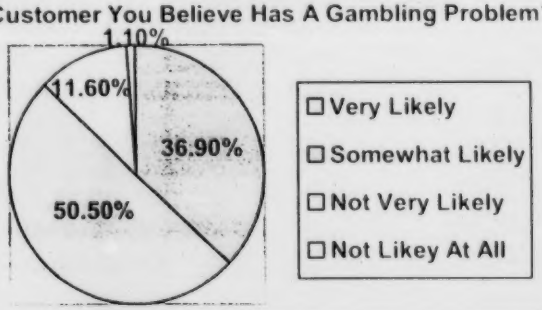
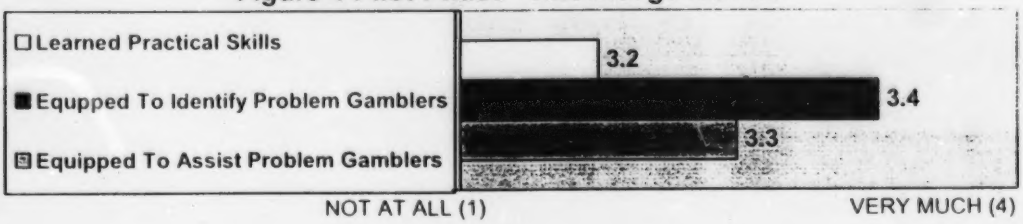


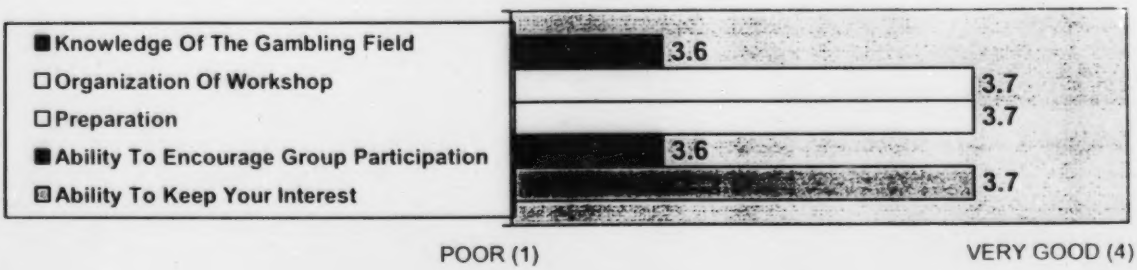
When course participants were asked whether they learned practical skills, and felt equipped to identify and assist problem gamblers, their responses were very positive **(Figure 4)**. These areas measure some of the key goals of the training – namely, to provide VLT site staff with the tools to offer appropriate assistance to customers experiencing problems with gambling. These positive responses suggested that the course was accomplishing this goal.

Figure 4 Pilot Phase - Knowledge Gained



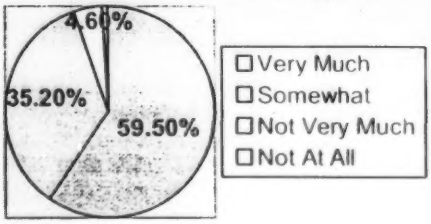
Course participants also rated their facilitators highly in all the areas surveyed **(Figure 5)**, suggesting that course facilitators were doing a good job of involving participants in the training and making it interesting for them. The results also suggested that both the course material and its delivery were appropriate for this target group.

Figure 5 Pilot Phase - How Do You Rate The Facilitator(s) In The Following Areas...



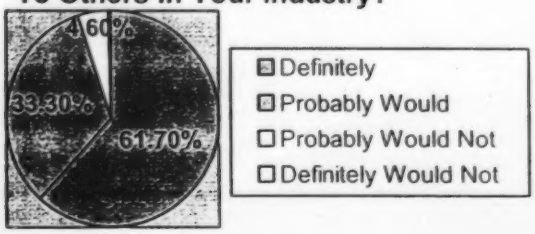
When asked about the time they spent in the training, almost 98% of course participants reported that they felt their time in the Program had been very or somewhat well spent **(Figure 6)**.

Figure 6 Pilot Phase - Do You Consider The Time In The Program To Have Been Well-Spent?



Finally, participants were asked whether they would recommend the Program to other people within their industry. Over 60% said they would 'definitely recommend' the Program to others in their industries, while most of the remaining respondents reported they would 'probably' do so (Figure 7).

Figure 7 Pilot Phase - Would You Recommend This Program To Others In Your Industry?



These responses were interpreted as a strong endorsement of both the content and the delivery of the training. The positive feedback not only supported the on-going delivery of the training, but also suggested that widening the scope of course delivery be considered.

C. Three-Month Follow-up Questionnaire

Three months after having completed the training, course participants were contacted by phone and asked to complete a **follow-up questionnaire** designed to explore the degree to which participants had been able to apply the material covered in the training to their work situations.

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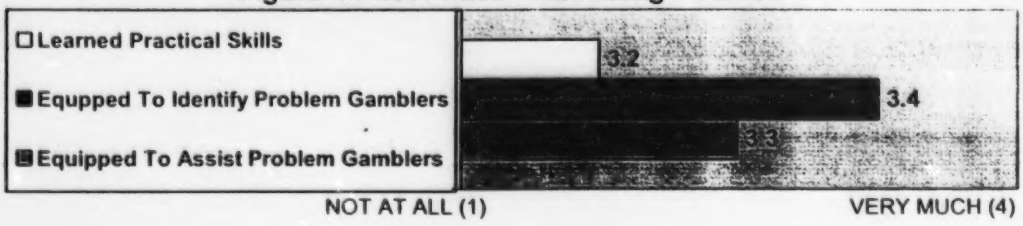

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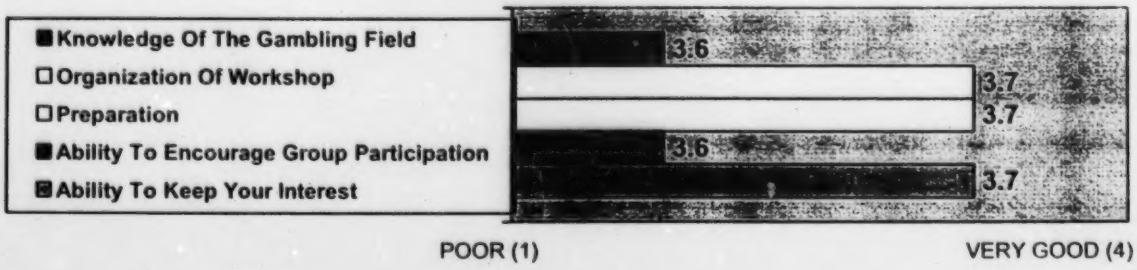

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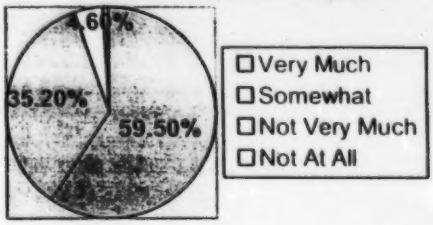

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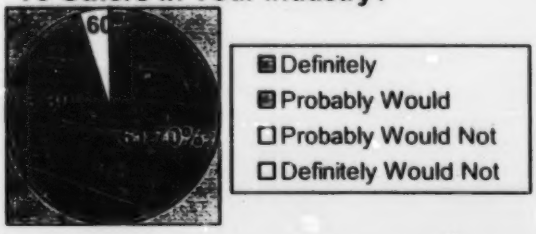

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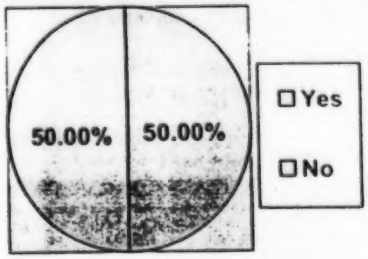
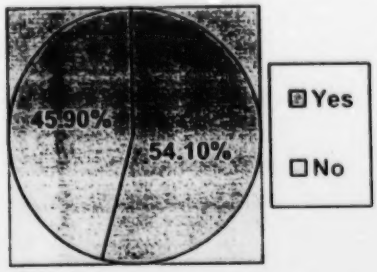
the training. Results were split evenly down the middle with half saying 'yes' and half saying 'no' (Figure 8).

Figure 8 Pilot Phase - Have You Been Aware Of A Customer With A Gambling Problem Since Taking The Training?



Participants who responded positively to the previous question were asked whether they had actually spoken to a customer about their gambling since taking the training. More than half (54.10%) said that they had (Figure 9).

Figure 9 Pilot Phase - Have You Spoken To A Customer About His or Her Gambling Since The Program?



Course participants were also asked to provide feedback on how the training might be improved. AFM course facilitators met and carefully considered all suggestions, resulting in various changes being made to both the course manual and the training itself.

D. Summary of Pilot Phase Evaluations

The pilot phase evaluations confirmed that VLT site staff are aware of customers who are experiencing problems with gambling and that many staff are willing to assist these customers.

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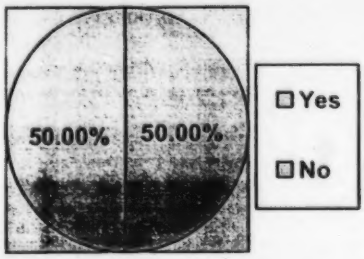

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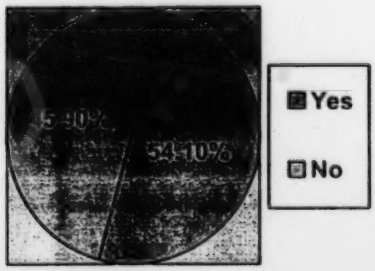

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D. Summary of Pilot Phase Evaluations

The pilot phase evaluations confirmed that VLT site staff are aware of customers who are experiencing problems with gambling and that many staff are willing to assist these customers.

Most respondents came away with very positive perceptions of the Program, including:

- having gained an increased awareness of the problem,
- feeling their time was well spent, and
- feeling more comfortable in their ability to provide appropriate assistance.

Probably the most positive finding was that once they had taken the training, **almost 90% of all participants said that they were either very likely or somewhat likely to assist a customer experiencing problems with his or her gambling.**

All these findings were documented in the February 1999 AFM report titled "Evaluating The Gambling Assistance Program". The report also made a number of recommendations for improvements to the training. Based on these recommendations, the participant manual was revised and reprinted and certain aspects of the course were also revised.

One of the final recommendations made in the February 1999 report was that the Program should be mandatory for all VLT sites. The response to this recommendation is outlined in the following chapter.

CHAPTER 3

THE PROGRAM IS MADE MANDATORY

Based on the evaluation of the pilot phase of the Program, the Program Development Committee made the following recommendation:

> **Given the extent to which respondents reported benefiting from the program, and the degree to which they reported identifying and assisting customers who appeared to have gambling problems, it is the belief of the Program Development Committee that there is a need to make the program mandatory for all VLT siteholders.**

Representatives from the key stakeholders (MLC, MGCC and AFM) met to discuss making the training mandatory and agreed to take on certain responsibilities. The MLC agreed to amend the VLT Siteholder Agreement such that every VLT site in the province was required to train at least one staff member in the Program by August 2000 (see Appendix for the notification letter). As the regulatory body for legalized gaming in Manitoba, the MGCC committed to enforcing the amendment through its registration and inspection processes. Finally, the AFM committed to delivering training sessions in all regions of the province such that every VLT site had the opportunity to attend a training session in their own region.

A. VLT Site Notification

All VLT sites were notified by registered mail that the Program had been made mandatory. The letter, sent out by the MGCC, included the timelines for compliance and penalties for non-compliance. The letter also told siteholders that the AFM would send them a list of course dates and a registration form.

The MGCC sent a second letter in November, reminding all sites of the August 31, 2000 deadline. All MGCC mail-outs were sent by Registered Mail to ensure there would be a record of each site having received the notification.

After this November mail-out, reminder letters were sent only to those sites that were not yet in compliance. Additional reminder letters and registration forms were sent in February, May and July.

The AFM provided the MGCC with a monthly list of untrained sites so that the MGCC inspectors could continue to track those still not in compliance. As the deadline approached, the AFM also provided the list of untrained sites to the Video Lotto Division of the MLC, enabling their Representatives to contact those sites. This inter-agency cooperation was key in successfully training representatives from 98.8% of the 593 VLT sites in the province before the August 30, 2000 deadline.

B. Non-Compliant Sites

By the August 31, 2000 deadline, only 7 of the 593 VLT sites in the province were still untrained. The MGCC again sent a registered letter to these sites outlining what they needed to do to comply and the penalties they would face if they did not comply.

The majority of these remaining sites arranged to attend the next available course; however, some sites were sent follow-up letters informing them that they had officially been charged with a first offence of non-compliance and would be charged with a second offence and fined (amount equal to two weeks of VLT revenue) if they did not arrange for an employee to attend the next training.

As of August 2001, all of the formerly non-compliant sites have had a staff member trained in the Program, and no site has been charged with a second offence of non-compliance.

CHAPTER 4

COURSE ADMINISTRATION – MANDATORY PHASE

A. Tracking Course Attendance

Once the training became mandatory, a reliable and accurate method of tracking course participants and the VLT sites they represented was needed. AFM staff created a computer database into which information from all VLT sites in the province was entered, including addresses, phone numbers and site ID numbers (complete listings were provided by the Video Lotto Division of the MLC).

All the scheduled training dates were also entered, including the location of the course and the name of the facilitator. After each session was delivered, the attendance list was entered into the database, with a link between the name of each course participants and the VLT site where they worked.

With this information, it was possible to produce a variety of reports, including:

- a list of VLT sites with an employee trained in the Program, and
- a list of VLT sites with **no** employee trained in the Program.

The AFM provided the MGCC with monthly copies of these reports. As the mandatory phase of the Program progressed, these lists helped the MGCC target untrained sites.

B. Invitation Letters and the Registration Process

Shortly after the MGCC sent out the notification letters, the AFM also sent all VLT sites a letter briefly outlining the course content, as well as the dates and locations where the training would be offered, registration instructions, and a registration form. Siteholders were asked to complete the registration form, indicating the date and location of the course they wished to attend, and then fax, mail, or deliver the completed form to the appropriate AFM office.

The decision was made to keep the MGCC and the AFM mail-outs separate to help distinguish the respective roles of the agencies; namely, the AFM was providing training at no charge to any VLT site staff members who wished to attend, while the MGCC, as the provincial authority responsible for regulating gambling in the province, ensured that at least one staff member from every VLT site in the province attended the training.

C. Letters Sent Confirming Attendance

After every training session, the AFM sent a letter to each of the VLT sites represented confirming their employee's attendance. These letters listed the employee's name and the date they were trained, as well as the names and training dates of any other employees from that site who had taken the course on a previous occasion.

The AFM also sent every course participant a personalized, laminated course certification card, accompanied by a letter thanking them for their participation. Anyone who successfully completes the training is certified for life and their certification moves with them even if they change employers.

D. Monitoring Compliance Rates

As the mandatory phase progressed, it was crucial to keep a close watch on which sites had and had not had an employee trained in the Program. The AFM had to ensure that there were enough courses scheduled in each region of the province so that all VLT sites had ample opportunity to have members of their staff attend the training.

In order to facilitate this monitoring process, each AFM course facilitator was given a list of all the VLT sites within his or her region. Facilitators kept a running record of the compliant and non-compliant sites within their own region, and thus were able to determine if any additional courses needed to be scheduled.

In Winnipeg, additional courses were scheduled in both July and August 2000 when it became apparent that, based on the number of untrained sites remaining, there would be more registrations coming in than the previously scheduled courses could accommodate. Registration for each session was capped at 25 participants because of room size limitations and because the interactive nature of the training would be less effective with groups larger than 25 participants.

CHAPTER 5

COURSE DELIVERY – MANDATORY PHASE

When the decision was made to make the program mandatory, the AFM committed to offering the training on a variety of dates in locations throughout the province.

Since the course was first tested, 160 training sessions have been delivered in 45 communities across the province. Many of these communities do not have a permanent AFM office, and course facilitators were required to either drive or fly to many communities to ensure that all VLT sites had ample opportunity to take the training.

Many VLT sites have taken advantage of the AFM's offer to send a course facilitator to deliver the Program on-site, provided that the site had at least five employees to be trained.

The following list shows the dates and locations where training sessions took place, starting from the initial test sessions through to August 2001.

Note: Training dates set in bold indicate that the session was delivered on-site at a VLT venue.

TEST SESSIONS

Jan. 26	1998	Winnipeg
Jan. 27	1998	Winnipeg
Jan. 28	1998	Winnipeg

PILOT PHASE

Feb. 24	1998	Dauphin
Feb. 24	1998	Brandon
Feb. 26	1998	Dauphin
Mar. 1	1998	Stonewall
Mar. 2	1998	Brandon
Mar. 3	1998	Brandon
Mar. 5	1998	Winnipeg
Mar. 5	1998	Swan River
Mar. 18	1998	Winnipeg
Mar. 23	1998	Killarney
Mar. 24	1998	Russell
Mar. 25	1998	Winnipeg
Mar. 26	1998	Neepawa
Apr. 7	1998	Winnipeg
Apr. 8	1998	Morden
Apr. 16	1998	Lac Du Bonnet
Apr. 20	1998	Birtle
Apr. 22	1998	Portage La Prairie
Apr. 28	1998	Morris
Apr. 30	1998	Winnipeg
May 22	1998	Winnipeg
June 2	1998	Winnipeg
Sept. 23	1998	Winnipeg
Sept. 30	1998	Winnipeg
Oct. 14	1998	Virden
Nov. 19	1998	Selkirk
Feb. 16	1999	Beausejour
Feb. 28	1999	Winnipeg

Mar. 19	**1999**	**Winnipeg**	May 18	1999	Winnipeg
Mar. 23	**1999**	**Winnipeg**	**May 26**	**1999**	**Winnipeg**
Apr. 7	1999	Winnipeg			

AUGUST 1999 – THE PROGRAM IS MADE MANDATORY FOR ALL VLT SITES

Sept. 13	**1999**	**Winnipeg**	**Mar. 1**	**2000**	**Pine Creek**
Sept. 14	1999	Virden	Mar. 5	2000	Selkirk
Sept. 16	1999	Winnipeg	Mar. 7	2000	Winnipeg
Sept. 20	**1999**	**Winnipeg**	**Mar. 12**	**2000**	**Portage La**
Sept. 22	1999	Melita			**Prairie**
Sept. 27	1999	Dauphin	**Mar. 14**	**2000**	**Winnipeg**
Sept. 29	1999	Winnipeg	Mar. 15	2000	Boissevain
Oct. 6	1999	Ashern	Mar. 15	2000	Altona
Oct. 7	1999	Portage La Prairie	Mar. 15	2000	Gimli
Oct. 7	1999	Gimli	Mar. 15	2000	Beausejour
Oct. 12	1999	Winnipeg	Mar. 15	2000	Ashern
Oct. 13	1999	Neepawa	Mar. 20	2000	Swan River
Oct. 20	1999	Brandon	Mar. 21	2000	Winnipeg
Oct. 25	1999	Winnipeg	**Mar. 23**	**2000**	**Portage La**
Oct. 25	1999	Russell			**Prairie**
Oct. 27	1999	Morden	Mar. 29	2000	Minnedosa
Oct. 27	1999	Beausejour	**Apr. 2**	**2000**	**Winnipeg**
Nov. 7	**1999**	**Winnipeg**	**Apr. 3**	**2000**	**Winnipeg**
Nov. 8	1999	Rivers	Apr. 4	2000	Thompson
Nov. 8	**1999**	**Nelson House**	**Apr. 10**	**2000**	**Winnipeg**
Nov. 10	1999	Winnipeg	Apr. 11	2000	Winnipeg
Nov. 14	1999	Stonewall	Apr. 12	2000	Brandon
Nov. 17	1999	Brandon	**Apr. 12**	**2000**	**Winnipeg**
Nov. 21	1999	Churchill	**Apr. 17**	**2000**	**Oakbank**
Nov. 23	1999	Winnipeg	**Apr. 18**	**2000**	**Sioux Valley**
Dec. 8	1999	The Pas	Apr. 19	2000	Winnipeg
Jan. 10	**2000**	**Winnipeg**	Apr. 25	2000	Boissevain
Jan. 10	2000	Boissevain	Apr. 26	2000	The Pas
Jan. 11	2000	Winnipeg	Apr. 26	2000	Glenboro
Jan. 12	2000	Thompson	Apr. 27	2000	Onanole
Jan. 25	**2000**	**Snow Lake**	Apr. 27	2000	Morden
Jan. 30	**2000**	**Norway House**	**May 1**	**2000**	**Winnipeg**
Jan. 30	**2000**	**Winnipeg**	**May 3**	**2000**	**Carberry**
Feb. 6	**2000**	**Ebb & Flow**	May 7	2000	Birtle
Feb. 8	2000	Brandon	May 10	2000	Brandon
Feb. 9	2000	Winnipeg	May 16	2000	Winnipeg
Feb. 16	2000	Winnipeg	May 24	2000	McCreary
Feb. 20	**2000**	**Winnipeg**	May 25	2000	Winnipeg
Feb. 21	2000	Dauphin	**May 28**	**2000**	**Winnipeg**
Feb. 24	2000	Flin Flon	**May 29**	**2000**	**Portage La**
Feb. 28	2000	Roblin			**Prairie**

May 29	**2000**	**Winnipeg**
May 31	2000	Brandon
May 31	2000	Beausejour
June 6	2000	Winnipeg
June 7	**2000**	**Winnipeg**
June 12	**2000**	**Winnipeg**
June 13	2000	Dauphin
June 13	2000	Winnipeg
June 14	2000	Gimli
June 15	2000	Thompson
June 19	2000	Winnipeg
June 21	2000	Winnipeg
June 27	2000	Winnipeg
July 13	2000	Winnipeg
July 19	2000	Winnipeg
July 23	**2000**	**Winnipeg**
July 25	2000	Winnipeg
July 27	**2000**	**Split Lake**
Aug. 14	**2000**	**Minnedosa**
Aug. 16 (a)	2000	Winnipeg
Aug. 16 (b)	2000	Winnipeg
Aug. 20	**2000**	**Carberry**
Aug. 22	2000	The Pas
Aug. 29 (a)	2000	Winnipeg
Aug. 29 (b)	2000	Winnipeg
Aug. 30	**2000**	**Brunkild**
Aug. 30	**2000**	**Grand Marious**
Aug. 31	2000	Churchill

AUGUST 31, 2000 – DEADLINE FOR HAVING AN EMPLOYEE TRAINED

Sept. 11	2000	Brandon
Sept. 21	2000	Cross Lake
Sept. 26	2000	Dauphin
Nov. 1	2000	Winnipeg
Nov. 14	**2000**	**Winnipeg**
Nov. 22	**2000**	**Sandy Bay**
Jan. 16	2001	Winnipeg
Feb. 11	**2001**	**Winnipeg**
Mar. 18	**2001**	**Winnipeg**
Mar. 23	2001	Winnipeg
Apr. 28	**2001**	**Winnipeg**
May 7	2001	Brandon
May 28	2001	Winnipeg
June 18	**2001**	**Winnipeg**
July 3	**2001**	**Winnipeg**

CHAPTER 6

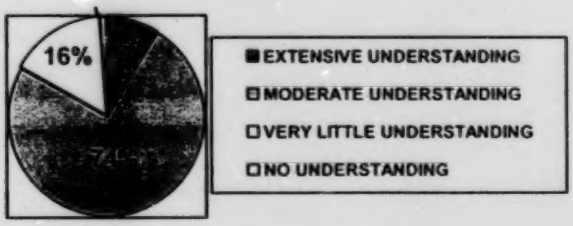
SUMMARY OF PARTICIPANT EVALUATIONS – MANDATORY PHASE

The evaluation forms used during the pilot phase had been designed to help determine whether the course content was appropriate and to identify ways to improve the training. When the course became mandatory, the evaluation forms were changed to focus more on the effectiveness of the actual delivery of that material (see Appendix for the revised evaluation form).

The revised form asked participants to evaluate their knowledge gain in a variety of key areas related to providing appropriate assistance to customers experiencing problems with their gambling. The following pages detail the responses course participants gave.

A. Understanding of Problem Gambling Prior to the Training

Participants were asked to rate their level of understanding of problem gambling **before** taking the course. Prior to taking the course, most participants (83%) had at least a moderate understanding of problem gambling, while the remaining 17% had little or no understanding. This seems to suggest that VLT site staff do gain some insights into problem gambling through regular contact with VLT players.



B. Increase in Knowledge in Targeted Areas

Most participants reported a significant increase in knowledge in all of the target areas (**Figure 10**). As one would expect, there was a tendency for those who reported previously having an extensive understanding of problem gambling to report less of an increase in knowledge than those with little or no previous understanding in these areas.

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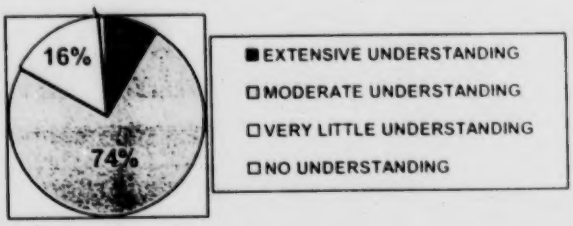

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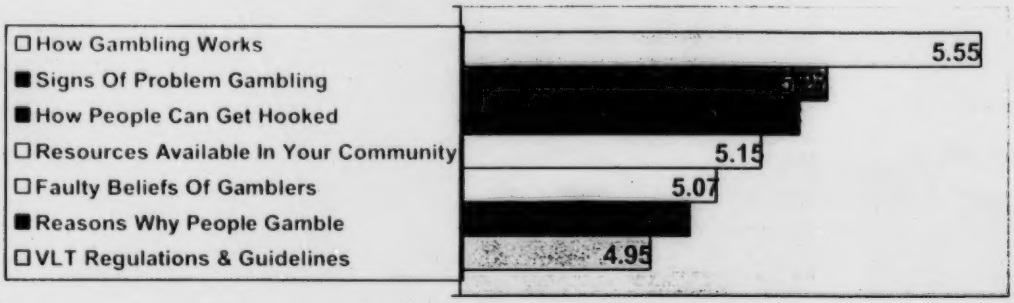
Figure 10 To What Extent Did This Course Increase Your Understanding Of The Areas Listed Below



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The areas where participants reported the greatest knowledge gain were in how gambling works **(Figure 11)**, the signs of problem gambling **(Figure 12)**, how people get hooked **(Figure 13)**, and resources available for problem gamblers **(Figure 14)**.

Figure 11 - How Gambling Works?

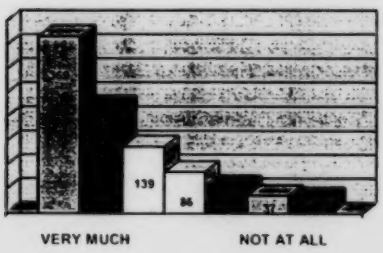

Figure 12 - Increase In Understanding The Signs Of Problem Gambling?

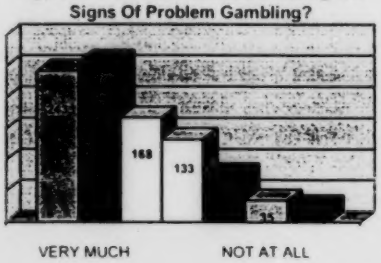

Figure 13 - How People Can Become Hooked On Gambling?

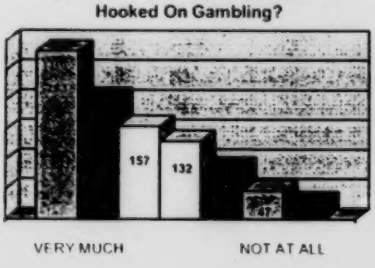

Figure 14 - Resources Available In Your Community For Problem Gambling?

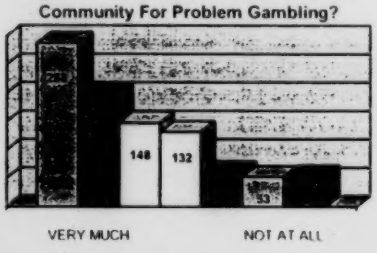

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Figure 15 - The Faulty Beliefs Of Gamblers

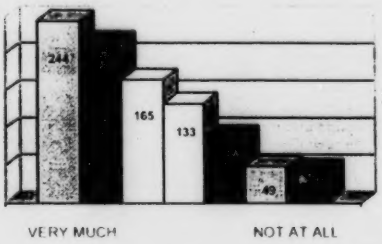


Figure 16 - The Reasons Why People Gamble

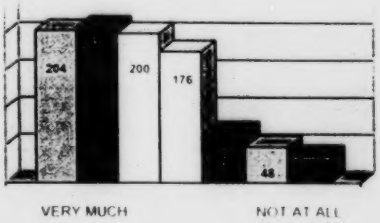
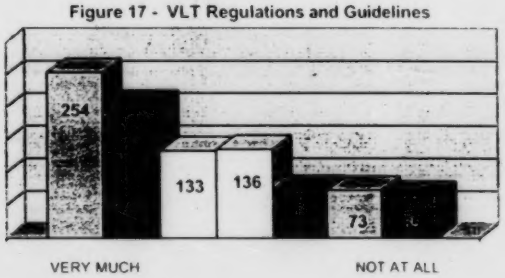


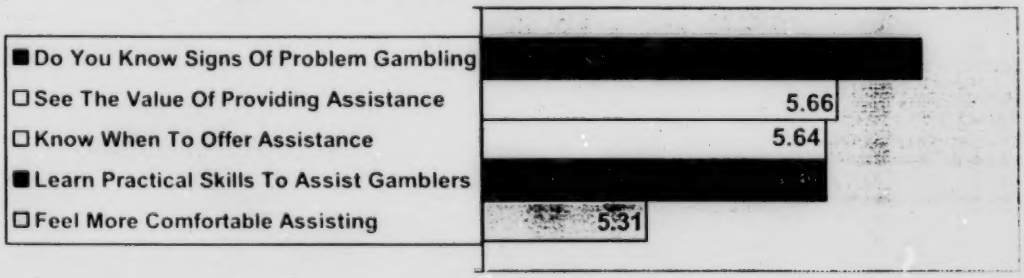
Figure 17 - VLT Regulations and Guidelines



C. Increase in Knowledge in Skills Related to Providing Assistance

Participants were asked how much they learned in a variety of areas related to providing assistance to a customer who may be experiencing problems with gambling. Once again, the average responses were very high in all areas surveyed **(Figure 18)**.

Figure 18 As A Result Of Taking This Course...



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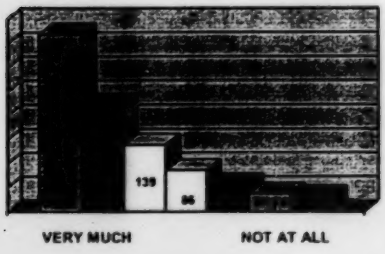

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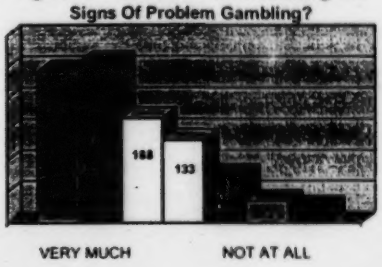

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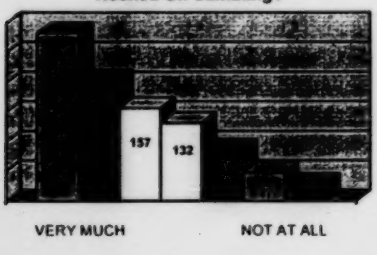

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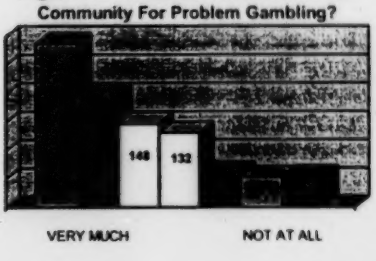

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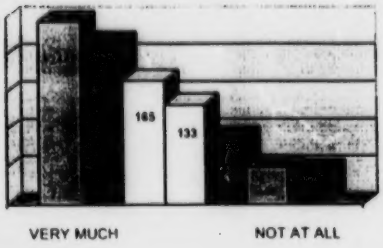

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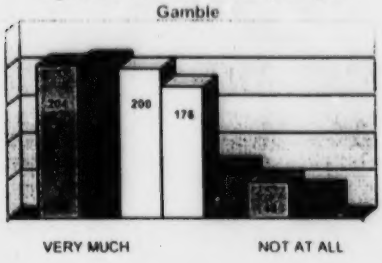

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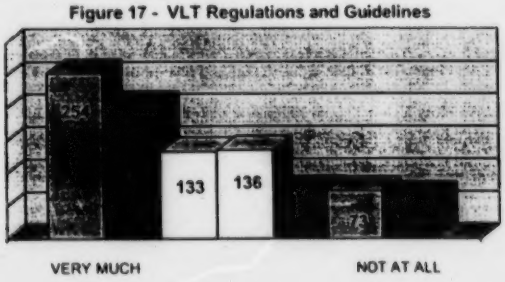

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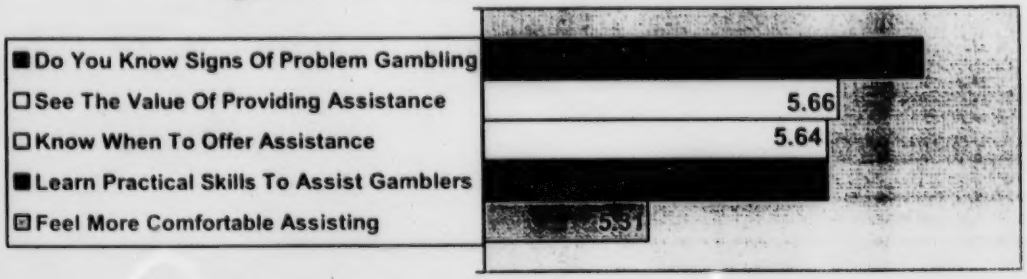

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Figure 19 - Can You Identify Signs Of Problem Gambling?

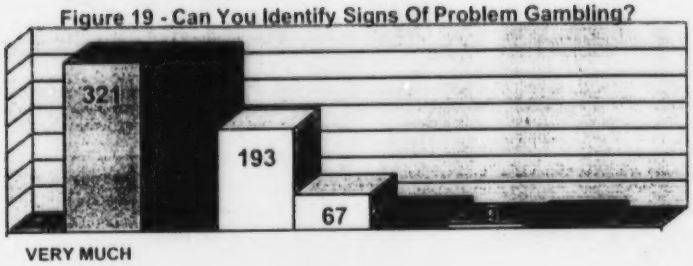


Figure 20 - Do You See How Your Assistance Could Help A Gambler?

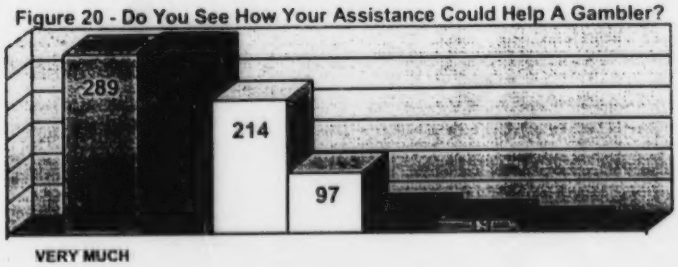
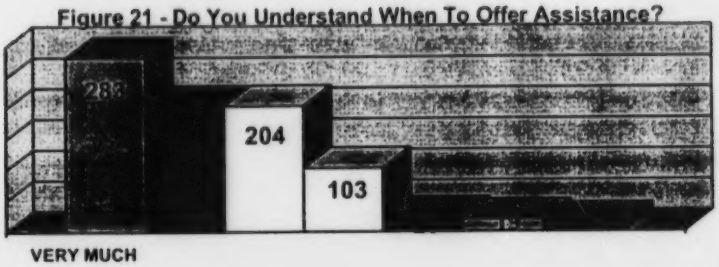


Figure 21 - Do You Understand When To Offer Assistance?



The responses to learning practical skills **(Figure 22)** and feeling comfortable offering assistance **(Figure 23)** were slightly lower than the other areas in this group but participants still reported substantial gains in these areas.

Figure 22 - Did You Learn Practical Skills To Assist Customers?

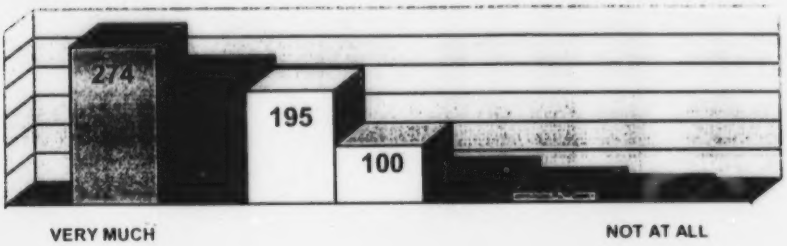
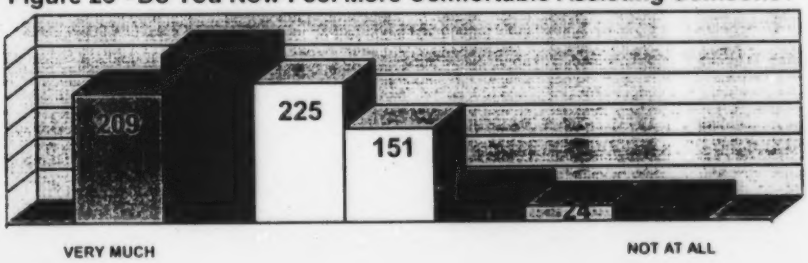


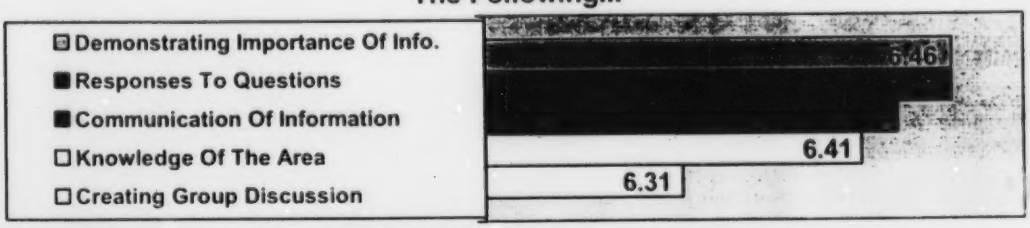
Figure 23 - Do You Now Feel More Comfortable Assisting Someone?



D. Rating the Course Facilitator(s)

Participants were asked to rate the ability of the facilitator(s) to create conditions that are conducive to an informative and stimulating learning environment **(Figure 24)**. Course facilitators were rated highly in all areas surveyed.

Figure 24 How Would You Rate The Course Facilitator(s) On The Following...



***Possible responses ranged from POOR (1) to EXCELLENT (7)

Participants reported that facilitators demonstrated the importance of the information **(Figure 25)** responded well to questions **(Figure 26)**, and did an excellent job of communicating information **(Figure 27)**.

Figure 19 - Can You Identify Signs Of Problem Gambling?

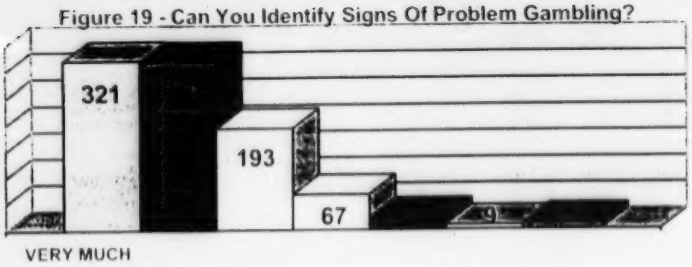


Figure 20 - Do You See How Your Assistance Could Help A Gambler?

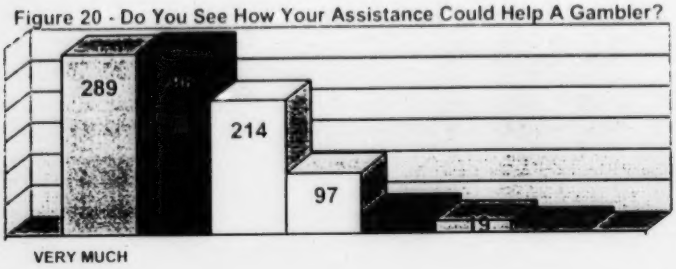
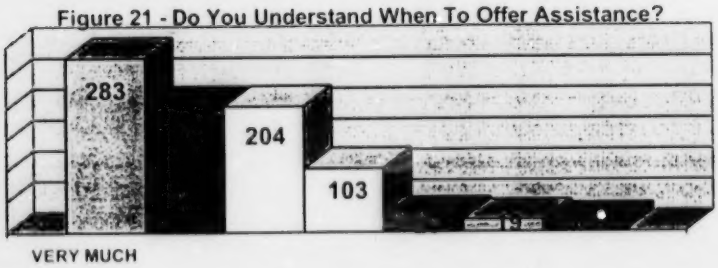
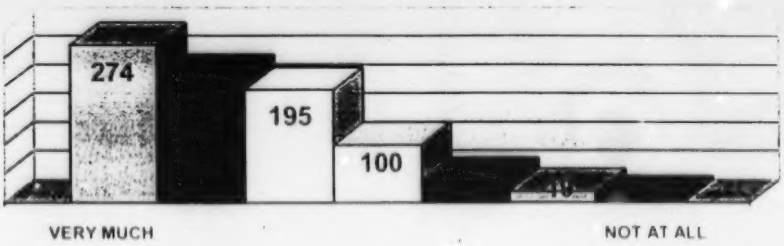


Figure 21 - Do You Understand When To Offer Assistance?



The responses to learning practical skills **(Figure 22)** and feeling comfortable offering assistance **(Figure 23)** were slightly lower than the other areas in this group but participants still reported substantial gains in these areas.

Figure 22 - Did You Learn Practical Skills To Assist Customers?



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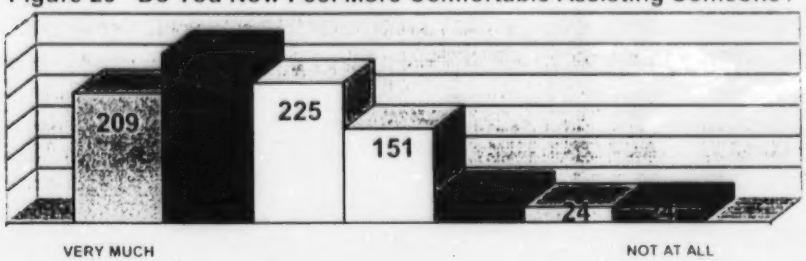

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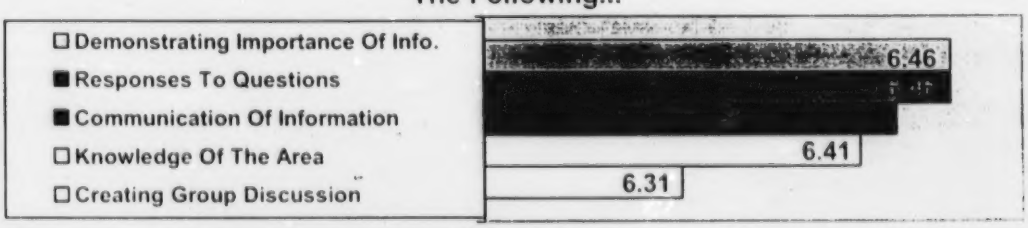

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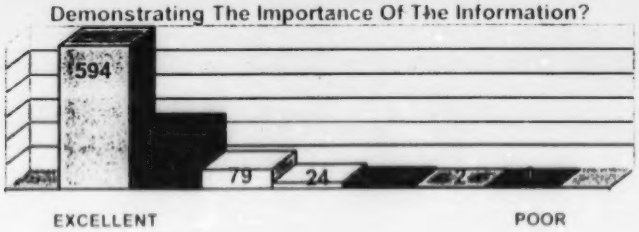
Participants reported that facilitators demonstrated the importance of the information **(Figure 25)** responded well to questions **(Figure 26)**, and did an excellent job of communicating information **(Figure 27)**

Figure 25 - How Would You Rate The Facilitators On Demonstrating The Importance Of The Information?



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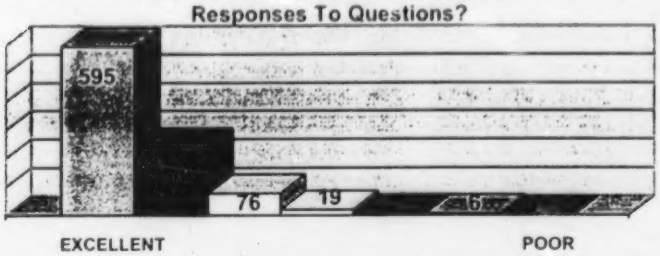
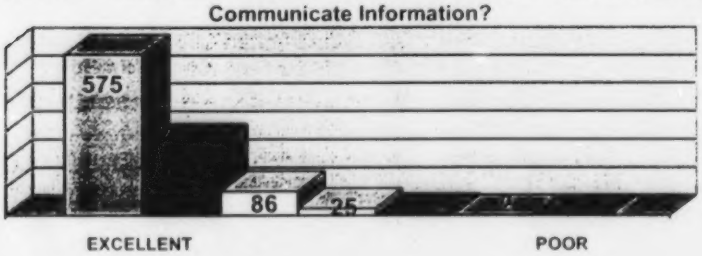
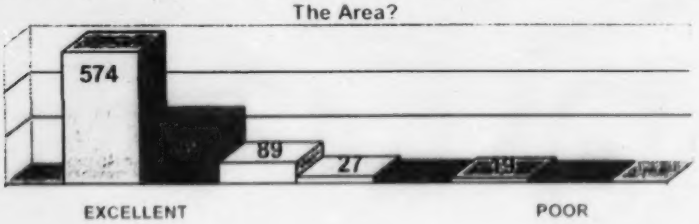


Figure 27 - How Would You Rate The Facilitator(s) In Their Ability To Communicate Information?



Participants also rated facilitators highly in their knowledge of the problem gambling area **(Figure 28)** and their ability to create group discussion **(Figure 29)**.

Figure 28 - How Would You Rate The Facilitator(s) On Their Knowledge Of The Area?



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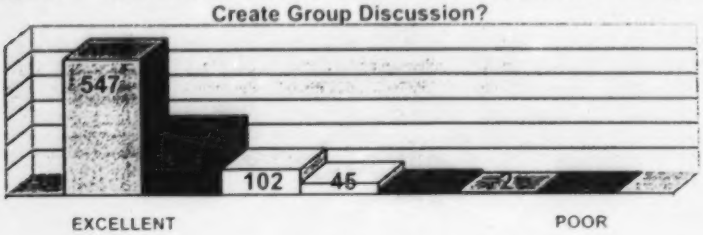
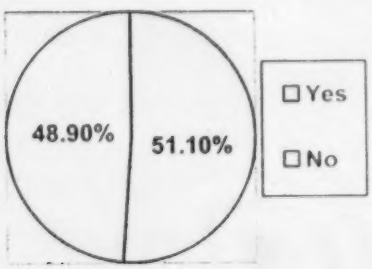


E. Will Participants Make Use of the Knowledge They Gained

Probably the most important feedback was gained when participants were asked questions relating to whether they would actually use what they had learned to assist customers experiencing problems with gambling.

When asked if they had ever tried to assist someone before taking the training, slightly more than half said yes **(Figure 30).**

Figure 30 - Have You Tried To Assist Someone With Their Gambling Prior To Taking This Training?



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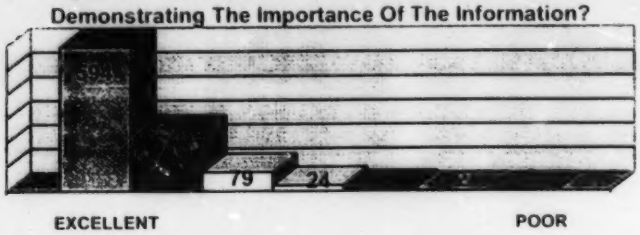

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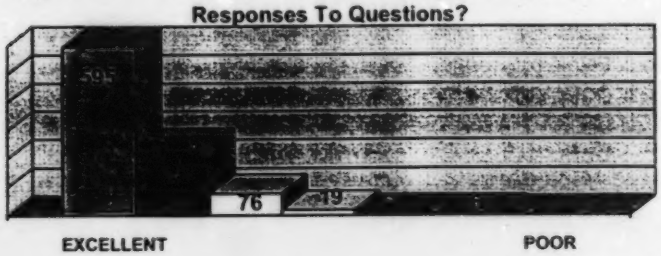

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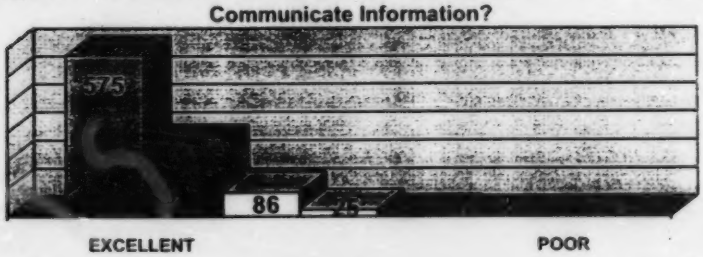

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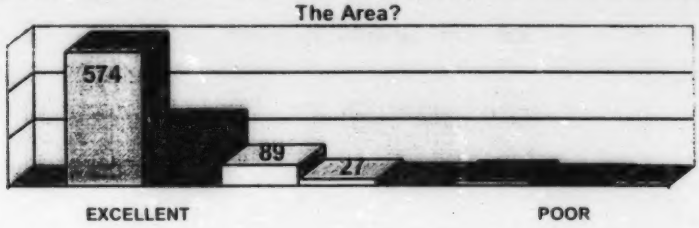

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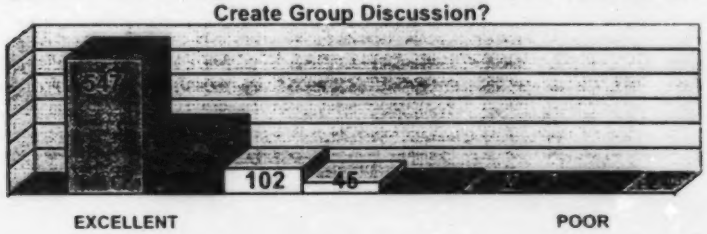

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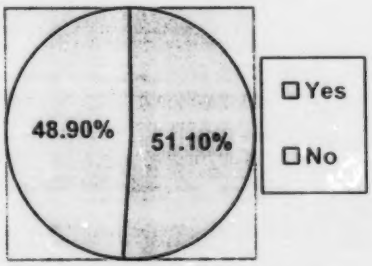
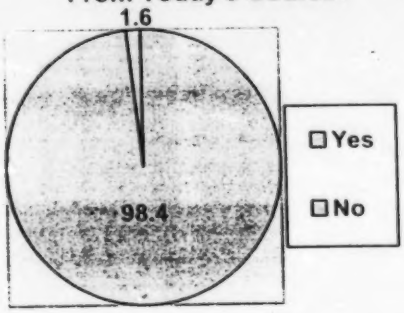


This jumped to 98.4% when asked if they thought they would use the information they learned through the training **(Figure 31)**

Figure 31 - Do You Think You Will Use The Information From Today's Course?



Nearly every person who took the training (99.7%) said that they would be able to provide assistance to a customer who was concerned about his or her gambling and asked for help **(Figure 32)**.

Figure 32 - Would You Be Able To Help A Customer Who Asked For Assistance?

This may be the most positive result in that it indicates that course participants feel confident in their ability to provide assistance to their customers who are experiencing problems

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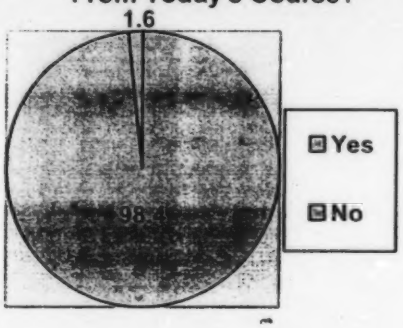

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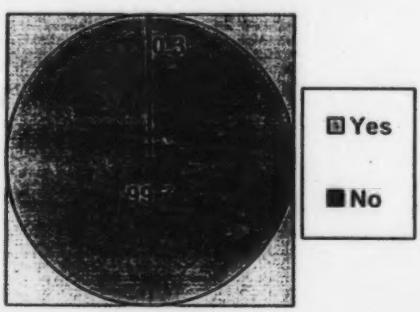

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F. Summary of Mandatory Phase Evaluations

The participant evaluations seem to suggest that the Program helps participants to better understand problem gambling and equips them with practical skills to provide assistance to customers experiencing problems with gambling.

All aspects that were surveyed, including course content, course delivery, and the teaching of practical assistance skills, were rated highly by course participants. Given the mandatory nature of the course, combined with the fact that course participants are asked to deal with often sensitive issues, the positive participant feedback is very encouraging.

Based on these evaluations, it is apparent that the Program is accomplishing its goal of providing VLT site staff with the necessary knowledge and skills to recognize customers experiencing problems with their gambling and to provide appropriate assistance.

APPENDICES

Letter re VLT Siteholder Agreement, August 6, 1999

Directive of the Manitoba Lotteries Corporation, Appendix to the VLT Siteholder Agreement

Mandatory Problem Gambling Assistance Program Participation for VLT Sites in Manitoba

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Manitoba Problem Gambling Assistance Program, VLT Site Holders – Participant Feedback Survey